

JOB DESCRIPTION

Job Title: Digital Solutions Specialist

Campus: Mauritius

Salary: Competitive

Period: Permanent

Reporting to: Head of Marketing and Student Recruitment

Overall Purpose

The Digital Solutions Specialist is a key contributor responsible for the seamless integration of digital technologies to enhance organisational efficiency and performance. This role revolves around the administration and development of our website, coupled with skilled support for the Customer Relationship Management (CRM) system. The incumbent will play an important role in crafting and refining business intelligence dashboards and reports, utilising data-driven insights to drive continuous improvement strategies. Through innovative solutions and technical expertise, the Digital Solutions Specialist will contribute to the growth and success of the Campus, ensuring a dynamic and responsive digital infrastructure.

Principal Duties

The following are the main accountabilities for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Work closely with colleagues in Middlesex University (London) to ensure coherence in web development while maintaining autonomy in administering solutions for Middlesex University Mauritius. This involves training other staff members in the use of new website platforms and templates as well as implementing communication and design policies in collaboration with the Graphic Designer and the Communication Officer.
- Develop and implement innovative strategies for web development and e-marketing. This involves launching components of software tools or web applications to enhance process improvements and facilitate data analytics. Develop dashboards to interpret extensive data to generate actions and achieve higher level goals.
- Deliver CRM training to the Marketing and Student Recruitment team. Evaluate the CRM software's effectiveness, identify triggers for student conversion, and offer technical solutions for continuous improvement.
- Support the Digital Marketing and Communications Assistant in the use of Google Analytics and other solutions to collect and analyse data to inform the social media strategy.
- Facilitates the adoption and utilisation of web capabilities, such as personalisation, targeting, and experience analytics.
- Work collaboratively with multifunctional teams to explore processes and integrate advanced data analysis techniques and methods tailored to a specific application. Prepare data driven report for senior managers.
- Engage in creative sessions to develop and execute focused recruitment strategies, incorporating customised actions tailored to each key market.
- Collaborate with the IT team on cyber security and information technology infrastructure to optimise performance.

PERSON SPECIFICATION

Qualifications and Experience

- Bachelor's degree in technical discipline related to Web Development (Full Stack) and Data Science with a minimum of 3 years of related experience
- Proficiency in CRM and in the optimisation of CRM practice
- Proficiency with web analytics and campaign tracking platforms like Google Analytics

Significant experience in the use of web development solutions and analytics tools is a must as well as successful experience with website design and marketing strategy.

Knowledge, Skills and Competencies

- Ability to collaborate with cross-disciplinary teams
- Use the marketing technology stack to its full potential.

The postholder will partake in the team efforts to achieve our marketing KPIs and use data to report on lead quality and optimise campaigning efforts.

The ideal candidate will be an organised critical thinker, and she/he will have the ability to identify problems and troubleshoot them with positive results.